

Store Hours—9 to 5.30. Telephone—Stuyvesant 4700

John Wanamaker

Formerly A. T. Stewart & Co. Broadway at Ninth, New York

Meet me Saturday at Wanamaker's! We'll buy that Furniture before the February Sale Closes

So says the man who knows that the entire Wanamaker stock of Furniture is now being offered at average Fourth less in price

THE DOWN-STAIRS STORE



Hundreds of New Hats, \$1— Trimmed Hats for Spring, \$1.95

Straw hats, untrimmed—\$1.
Swiss Milans, lisere, Milan braids.
Light and dark colorings—
Large, small and medium shapes.
A wonderful variety—for nimble fingers.

Hundreds of trimmed hats.
Straw combinations—all new.
Tailored and dressy models—
Colors in glorious array.
Lowest price of the season—\$1.95.
Downstairs Store, Old Building.

Sample Gloves \$1.45

For Women
Capeskin, Mocha, suede—
And French kidskin.
A wonderful group.

For Men
Capeskin and suede.
In tan and gray.

All Sizes
All sizes in the lot.
But not in every kind.
Downstairs Store, Old and New Building.

The Sale of Girls' Sample Coats—\$5.95

The maker had too many—
And here in sizes 2 to 6
Are fine broadcloth,
Polo mixtures, Bolivias
And velours. Some have
Fur trimmings, and there are
Bright colors, and dark colors.
Early prices were \$12.50 to \$15.

For the larger girl—\$5.95.
Sizes 7 to 10 years—
There are chinchillas,
Broadcloths and others—
Some with fur trimmings—
All practical and good.
Early prices were \$10 to \$15.
Downstairs Store, Old Building.

Mink Choker Scarfs, \$16.50

Genuine mink—
Lovely to see—
To wear with Spring suits—
Very smart—
Downstairs Store, Old Building.

Spring Coats \$25—for women

A fine chinchilla—
Half lined with silk—
In three shades of tan—
Just a special lot of
50 new coats.
Excellent!
Downstairs Store, Old Building.



Tweed Suits Very Low

\$19.75

Sizes for women—
Strictly tailored—
Mannish, effective—
In rose, gray, tan,
Rust and violet.
Wanted NOW.
Downstairs Store, Old Building.



Very new Capes, \$15

Best we've seen—
At such a low price.
A smart overplaid—
With a large sweep—
In olive and blue colorings.
A large collar adds to
Its youthful appearance.
Other new capes—
From \$12.75 to \$33.75.
Downstairs Store, Old Building.

Swagger Coats, \$25

Pictured with the cape—
A useful and youthful coat
For Miss 14 to 20.
A Scotch fabric—
Double-breasted effect—
With perky pockets,
And a rich silk lining
In high shades.
Other new coats—
From \$16.75 to \$42.50.
Downstairs Store, Old Building.

Corduroys for boys, \$6.95

Sturdy; practical—
Crompton corduroy—
(For all kinds of weather)
At a saving of
More than one-third.
8 to 18 years.
Downstairs Store, New Building.



FOR MISS 14 to 20

Smart Fashions in Saturday Sales

\$39.50 Crepe de chine Frocks, \$29.50
Two charming models, one with drawn work and contrasting bands.

New neckline on the other.

\$59.50 Canton and Crepe de chine Frocks, \$39.50
Four models—simple in design but trimmed with great distinction. Pin tucked Georgette crepe, knife pleats, ribbon rosettes or effective embroidery—all smart trimmings, delightfully used.

The new colors—reds, beiges, grays and blues—are not the least of their attractions.

Melrosa tweeds in Suits, \$39.50
Rose, tan, blue, gray and wine—the colors.

Two models, one distinctly for sports with patch pockets, and new wrap-around skirt. The straight, short jacket on the other is very chic.
Second Floor, Old Building.

Silk Stockings, 38c, 68c, \$1.38

3,066 pairs perfect 3,120 pairs seconds

The \$1.38 are \$1.75 grade—pure thread silk; full fashioned; medium weight; mercerized sole and top. Black, African brown and cordovan. Sizes 9 to 10½.

The 68c are seconds of \$1.75 grade—"imperfections"—but very slight. Thread silk in narrow and wide drop-stitch effects; mercerized cotton sole and top. Black, white, cordovan. Sizes 8½ to 10—but not in each color.

The 38c are 75c grade—Thread silk; seamless foot and mock seam leg; mercerized cotton sole and top; black, white, navy and gray. Sizes 8 to 10½—but not each color.
Main Floor, Old Building

Capes & Frocks of tweeds, \$29.50

Gayly colored all wool tweeds—rose, old blue, jade green, tan.

Jersey cloth in contrasting color binds every edge of both the simple frock and the smart three-quarters length cape.

Wool Jersey Sports Frocks, \$22.75

One-piece frocks in bright colors of "golden" jersey. A good frock for winter sports wear.

Two-piece frocks—a pleated skirt with over-blouse of sports knit jersey in contrasting color. In old blue, navy blue, gray with beige, gray and green blouses.
Second Floor, Old Building.

Homespun Sports Skirts—\$5.75

For Women

Smart new straight-line sports skirts—severely tailored. Exactly the same fabrics that have been used in much more expensive models.

Excellent lines and nice details. Waistbands 26 to 32 inches. Orchid, blue, rose or tan.

Baronette Sarin Skirts, \$7.75

Well-cut models of simple lines. Navy blue, white.
Second Floor, Old Building.

Women's Sweaters, \$4.75

Duplicates have sold in our own stock for \$7.50.

Mauve, navy blue, henna, black, brown.
Smartly designed Tuxedo model knitted of a fine quality of yarn that is soft and warm.
Second Floor, Old Building.

French Caramels 60c pound

Week End Special—the 80c grade.
Delicious. Made after a famous French recipe—chocolate and vanilla.
CAMEE—the delicious! Chocolates and bonbons, \$1.75 lb.
Camee Shop,
Street Floor, Old Building,
Eighth Gallery, New Building,
Downstairs Store, New Building.

New Spring Hats, \$10

Large and small to suit every costume. In the new bright colors, as well as the always smart dark blues, browns and black.

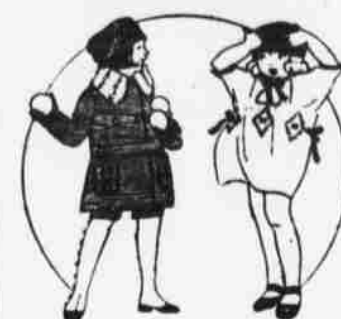
Of ribbons, or straw, sometimes of both.
Trimmed in the new fashions.
Second Floor, Old Building.

Shetland Floss 17c ball

5,000 balls, each guaranteed to contain one full ounce—in wide range of attractive colors as well as black and white.

Will make fine new sweaters in several smart models, including an effective Navajo design—models on display.

And an experienced teacher to give instructions free of charge.
First Floor, Old Building.



A clean sweep in the Infants' Shop

All winter clothes and incomplete sizes, at greatly reduced prices.

Coats, \$5 to \$21.50
Originally \$9.50 to \$30. Sizes 1 to 3 only.

Double-breasted; wool chinchilla; for both boys and girls.

Girls' dress coats of broadcloth or velvet—some fur trimmed.

Dresses, \$3.95 to \$10
Originally \$5.95 to \$25.

Colored play frocks—ginghams, chambrays and black sateen. Many trimmed with hand work.

Party frocks—dotted Swisses, lawns, nets, taffetas, Georgette crepe. White or lovely colorings. Sizes 2 to 6 years.

Baby Dresses
\$1.75 to \$4.50
Originally \$3.95 to \$6.50.

Hand made nainsook frocks from France and Peru Rico. Long or short. Trimmed with lace or hand work.
Sizes 6 mos. 1 and 2 years.
Third Floor, Old Building.

Gingham Neckwear

Two-piece Peter Pan collar and cuff sets, finished with a plaited Van Dyke frill of white organdie, \$1.

Vestees, with Peter Pan collars and cuffs to match, trimmed with a narrow braid embroidered in the color of the check, \$1.

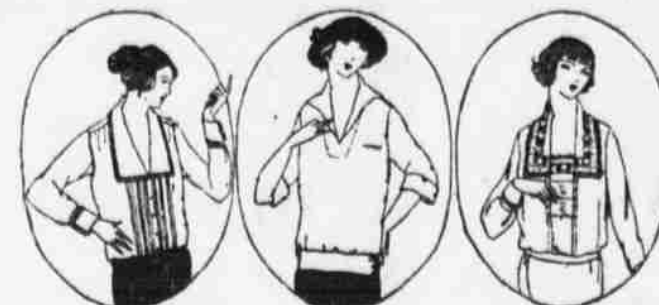
Vestees in set with white pique and neatly trimmed with tiny pearl buttons, \$2.25.

Blue, lavender, pink or tan.

Linene Sets
Two-piece Peter Pan collars and cuffs, bound with white linene, \$1. Canary, rose, jade, pink, tan or all white.

New Ties
Crepe de chine in lovely high shades, 60c.

Satin in two-toned stripe effects, 65c.
Main Floor, Old Building.



Smart Blouses specialized, \$3.95

The new sports over-blouses with the Renee band—in pongee (Centre).

Tailored blouses for town or sports wear—in pongee. (Left).

Hand-made blouses with hand-made filet lace—in voile (Right).

From the point of view of fashion, materials and workmanship these blouses are remarkable at \$3.95.
Third Floor, Old Building.

Girls' Coats, \$16.50

Our \$25 to \$49 grades

Belted coats. Bloused coats. Smocked coats. Flaring coats. Sizes 6 to 12 years.

Broadcloth, wool velours, duvetyne, wool chinchilla cloth and wool coatings.

Some fur trimmed; others have large collars of the lovely materials. Venetian, flannel or silk lined throughout.
Limited quantity
Second Floor, Old Building.

French Veiling, 65c yd.

Becoming filet meshes, with large or small chenille dots in self or contrasting color.

In all the lovely new colors sponsored for Spring.
Main Floor, Old Building.

Half Price!

40 Near-seal Coats and Wraps (dyed cone)

Now \$62.50 to \$187.50.

Originally \$125 to \$375.

Excellent models—30 to 48 inches in length.

Many are trimmed with skunk or beaver.
Second Floor, Old Building.

Soft Silk Petticoats

Taffeta or jersey combined with satin, in four attractive styles, \$2.95.

Four smart models, including a straight-line style in taffeta for the large woman, in taffeta, jersey or satin, \$3.75.

The favored street and sports coats.
Third Floor, Old Building.



Men's Suits average Half Price

\$50 to \$65 | \$29.50
grades...

Wanamaker standard suits from the first stitch to the last button... Worsteds, chevots, cassimeres and unfinished worsteds.

Models for young men; models for business men; models for ALL men... The reduction tells its own story.

Men's Shirts—little at \$1.45

1,300 of them—white chevots and good woven madras cloths in various patterns. Sizes 14 to 17.

Neckties—Half and Less—50c

Four-in-hands by the hundreds—a big round-up.

Out go Pajamas—\$1.65

Madras cloths—percales—domet flannels. The well-made kinds.

Athletic Union Suits—95c

Fancy madras—the kind men like. Sleeveless, knee length; elastic webbing across the back.

Our \$2 Lisle Socks—\$1.15

Fine lisle these... Light weight; black, white, navy, purple and gray. Shot effects if you prefer them. Heavier weight.

Glove capture—unusual—\$1.65

Capeskin and suede gloves in various styles. Best opportunity of its kind we've had in many moons. Tans, grays and browns.

Heavy-soled Shoes—\$9.75

"Double-deckers"—some men call them. Tan grain calfskin and black Russian calfskin in brogues, bluchers and regulars. Usually \$12.50 to \$15.
Street Floor, New Building

These Patent Leather Pumps—extraordinary at \$3.85

Fortunately, we were able to get 1,200 pairs from a maker who preferred money to stock on hand. A smart model; with two straps, and Baby Louis heel. Plenty of sizes—4 to 8; widths B, C and D.



Downstairs Store, New Building.

Glove Silk Underwear in an unexpected sale

Compare the prices, quality for quality. You will then appreciate what this sale really offers.

Silk vests, \$1.95
(Pink silk; all sizes).

Stepins, \$2.95
(Stepins and envelope chemises—lace trimmed).

Bloomers, \$3.95
(Plain or lace trimmed—many colors).

Vests, \$2.95
(Very fine; handson'e'y trimmed and finished).

Chemises, \$4.95
(Envelope chemises; combinations; stepins. Heavy quality. Pink and white. Beautifully made.).
Downstairs Store, New Building.

\$30 and \$32.50 Suits, \$23.50 \$27.50 to \$35 Overcoats, \$16.50

Getting ready for Spring.

Out go all odd lots and broken lines.

Nothing wrong with the quality—all Wanamaker clothing.

If you find what you want—a big saving.

Broadway, cor. Eighth.

